

DRESS « SPRUCE UP!  
UP! « UP! It's...

# EASTER

**Police Use Locomotive**  
CAPE GIRARDEAU, Mo. (U.P.)—Police commandeered a railroad locomotive in a bandit chase when three suspects disappeared into a swamp where the road ran.

**ENROLLMENT PERIOD**  
Applications for enrollment in CCC camps will be received from Los Angeles county young men from April 1 to April 20, the county's department of charities announced this week.

## EASTER DRESS EVENT

**DRESSES**  
... you'd never expect to find just before Easter... Lovely frocks with features found usually in higher priced models.  
DARK PRINTS, CREPES... **\$3.95**  
LIGHT PRINTS, SHEERS...

**New Prints and Sheers**  
• Every new style included  
• Glorious prints in crepes, sheers, deep tones, and pastels.  
Misses' sizes 12 to 20; women's 38 to 52.  
**\$7.95**

**Mannish Sport Suits**  
• Man tailored worsteds and gabardines... **\$7.95 to \$14.95**

**Smart Casual COATS**  
• The coat... as shown... that is making fashion history... soft featherweight wool fleece... new-est spring colors...  
**\$7.95 to \$9.95**

**HATS** « Flattering, Fashionable  
• There's a joy in choosing your Easter hat at Lenae's...  
**\$1.95**

**LENAE DRESS SHOPPE**  
SMART STYLES FOR WOMEN  
1279 Sartori Torrance

## Men's Styles Stress Color as Never Before in Latest Fashion Reports

Well-Dressed Means Males Must Acquire "Color Sense"

Men's clothes these past few years have given way to stronger, deeper colors, and "loud" plaids, checks and odd patterns. Men, you know, have thrown into discard the conventional but drab black, blue serge and modest greys for rampant colors, both in suits and accessories, that stop the feminine eye, as well as those of envious males.

Suits for spring 1937 follow much along the lines of the previous year, except that only in the sports suits and coats will the observer catch the multi-varied "action backs" so many of which swept the male style fortress three years ago. Pleats, gathers and belt arrangements are definitely toned down, with the trend toward smaller pleats on the shoulders and a half belt without fancy gathers at the waist. Sport coats worn with contrasting trousers are more popular this year than ever, and tend toward large checks and plaids. Sport trousers, too, are favorites and in cut still adhere to the peg top style.

Hats this year are due for a big change. That change made itself evident some time ago, but only last season in any big way. If you'll remember, wider brims and lower crowns were being shown when you bought your last spring hat. This season that trend has become general. Every hat manufacturer is featuring the new wider, lower hats. Most men are welcoming the new style because it affords a welcome change from what they have been wearing.

**Surprise in Footwear**  
The leading example of the current favorite is a brim that measures 2 3/4 inches wide and a crown that is 5 1/2 inches high. The brim is flatter with only a



slight dip in front and the back turns up in a correspondingly moderate way. So you can see that the influence of the Tyroleans is just about over.

Shirts, while still much more colorful than years past, have toned down considerably and the loud speakers give over to solid colors, in both the light and dark shades.

In footwear, men are in for a big surprise. Two-tone black and white and brown and white are good-again and winter resorts found many of the old favorites in evidence. All white buck and calf will out-sell their two-color brethren, however, but by next year the twin shade styles will be better than ever.

A revival of an old favorite in neckwear is also prominent... knit ties in gay, bright yellows, greens, and blues. Wash ties are again good and colors and patterns are brilliantly attractive.

## NAIL SHADES SHOW TREND

Since the unforgettable day several years ago when women first applied color to their finger nails a great procession of shades, some pleasing, others definitely displeasing, have flowed across the finger tips of American womanhood.

But with time and practice has come conservatism and the style-right woman at Easter 1937 must look to new colors, by name... "dusky red". Chief among these new shades are peach, blue and acorn, soft hues with a lovely copper undertone. These are the colors the fashionable woman is wearing.

## "Reverse Roll" Hair Dress Is Latest

The fact that men's clothes, from the ancient Grecian times to the present day, have influenced feminine dress fashions is not news... but a man's hair dress, coming out of history to influence the feminine coiffure of 1937 IS news.

A new hair style, best described as the "Reverse Roll", promises to be among the coiffure leaders of this year. And it appears to have started back in the 16th century when Francis I, king of France, chose to turn the ends of his hair inward.

The modern counterpart of the style is softened by puffs and ringlets, but the original line of the "Reverse Roll" is clipped straight from the history books a la Francis I.

## STYLES FOR CHILDREN

Stage and screen stars are enthusiastic over the possibilities of this new hair fashion, and signs now indicate that the reverse roll is a coiffure favorite of the Easter season. Needless to say, modern methods and skilled operators have added many interesting and novel turns to the century old mode. Individual style treatment is possible today with beauty operators conforming the reverse roll to the personality of the individual.

Little girls of today are decidedly coiffure-conscious and with the mimicry that is instinctive to childhood, they like to imitate the curls and quirks they see in their mother's coiffures. Their interest should be stimulated in hair beauty and they should be guided to styles most suitable for the child's age.



## Mannish-Tailored Suits Top Other Fashions for Easter and Spring; Varied Accessories Change Suits from Masculine to Feminine



## "Quick Changes" Feature of Milady's Spring Outfit; Colors Dominate

With Easter only three short days away and women hurrying about to get that Easter outfit in order, Torrance merchants stand ready with large, fresh stocks of new spring merchandise and anticipate a successful Easter business, despite the fact that Easter this year is exceptionally early.

Top fashion this year as it was last season, is the mannish tailored suit, which, for the busy lady of fashion, permits her to pause only long enough to change her accessories before dashing off to another engagement.

Fashion is specializing, it appears, on "quick changes" and the smart woman wears feminine frills or immaculate mannish accessories, completely changing the aspect of her entire costume in less than "nothing flat." Bright color or white accents give a new look to her costume, with each change.

"Quick Changes"  
Beige with black, gray with brown, ash rose with dubonnet red, or slate blue with navy, these are the effective new combinations sponsored for the Easter parade. Dramatic white on navy or black, or brilliant greens, reds or golds on dark colors, further vary the endless changes possible this year.

Frilly necklines, flower corsages, and charming high Rembrandt necklines of lingerie or crisp fabrics, vie with antique brooches and sparkling clips on collar lines. But always, there is a dramatic touch of white or color on the top of the costume.

**Color On Every Hand**  
"Sophisticated Subtly" is the mode in gloves, with the rich or dusky beige and gray tones. But, for a dash of high fashion, milady will wear bright gloves as the sole color note on her black or dark costume.

Sometimes, the same note of color will be caught in the jeweled clip or a gay corsage or flower on the lapel. It gives a distinctly smart effect, and dates the entire costume spring of 1937.

Styles in gloves continue simple, but with new stitchings on the backs, and diagonal or other decorative effects giving slender lines to the trimly fitted new gloves. Four-button or eight-button gloves are worn, depending on the length of the sleeve. The longer length appears favored with the short sleeves that



• Good again this year are mannish tailored suits, both in worsteds and gabardines. Pastel and white make their debut in suits. Pictured is single-breasted two button model, with zipper, high waisted skirt.

give so much youthful glamour to spring frocks.  
With suits, flaring cuffs on gloves, and often color bands give a new note. But on most gloves, a wrist-band or elastic gives the 1937 "fitted glove" look.

**SMART TOUCHES**  
Touches of starched white pique are smart for spring.

**COOLIE GARB**  
New beach costumes have trousers and loose coats like those worn by Chinese coolies.

**CLASSIC MODE**  
Mrs. Wallis Simpson has just ordered a classic tailored evening gown in Alice blue.

• Like ever blooming flowers, gay prints always appear in the spring. Shown is a model with dark background, flowered print, off set with long sash of contrasting shade. A matching flower is at the neck.

## Bright Handbags Add Color Note

Not to be outdone by other accessories, the new handbags have a sparkle all their own. Shining black, navy or brown patents, vie with bright shades that gleam under milady's arm. "High pastel" in suedes, and even bright calfskins follow this trend.

Soft bag or pouch handbags are new, in every type of leather. Draped, tucked, "quilted" or otherwise handled in a more feminine styling, these new bags add much to the spring costume. Large or small, they vary according to the hour of the day, or their use.

... cidedly coiffure-conscious and with the mimicry that is instinctive to childhood, they like to imitate the curls and quirks they see in their mother's coiffures. Their interest should be stimulated in hair beauty and they should be guided to styles most suitable for the child's age.

## Just Out! Smart SHOES for the whole family for EASTER!

They're new! They're smart! Every pair is styled for Spring! There's comfort, wear and value in every Penny shoe! You'll find the pair you've been wanting... for the youngsters and for yourself! Come in NOW—be ready for Easter! All leather where leather ought to be!

 <p><b>Cynthia ARCH OXFORDS</b> Designed with strong steel shank and built-in arch support that insures perfect foot comfort. An unusually attractive style of soft kidskin with non-scutt covered Cuban heel. <b>3.49</b> pair</p>	 <p><b>Children's STURDY SHOES</b> Long wearing and scientifically designed to protect busy young feet. In patent leather, smooth Kip leather or elk. Sizes 5 1/2 to 8, \$1.19 pr. Sizes 2 to 5 <b>98c</b> pr.</p>	 <p><b>Towncraft SPORT OXFORDS</b> Fancy perforations in vamp and sides make this shoe smartly different! Of buck side leather, with leather soles and half rubber heels. <b>2.98</b> pair</p>
--	---	---

 <p><b>Smart Laced SANDALS</b> This new oxford type sandal gives the foot perfect support, yet is as cool and light as can be. Of smooth white Arrabuck with covered heels. Rubber taps. <b>1.19</b> pair</p>	 <p><b>Babies' FIRST SHOES</b> Realize the importance of correct shoes for babies' first steps! Choose Penny's scientifically designed model of soft elk. Dainty cut-outs, scalloped soles. <b>69c</b> pair</p>	 <p><b>Boys' Towncraft SHOES</b> These buck side sport oxfords are mighty popular... and for very good reasons! The fancy perforations and wing tip toes are exceptionally smart! They're just as comfortable, too! And how they'll wear! <b>2.49</b> pair.</p>
--	--	--

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated  
1269 SARTORI AVE., TORRANCE

## EASTER... Means Youth! Freshness! Life!

All these things you should radiate on Easter Morn, and for a "different" touch let us dress your hair in the new "Reverse Roll"—designed for YOU, with consideration given to your individual personality. Prices are always reasonable. Make an appointment NOW!

**BEU MAR Beauty Salon**  
LICENSED ZOTOS SHOP  
1331 EL PRADO PHONE 663

## MEN! Give Your Spring and Easter Wardrobe a Treat with Clothes From... Ed Schwartz "STORE FOR MEN"

**New Easter Styles Are Here Now!**

<p><b>SUITS</b> Sports and Plain Gabardines <b>\$25 TO \$37.50</b></p>	<p><b>Mallory HATS</b> New Spring Shades <b>\$4.00 AND UP</b></p>	<p><b>Douglas &amp; Nunn-Bush SHOES</b> White - - Two-Tone <b>Sport Trousers</b> Country Club <b>KNIT TIES \$1.00</b></p>
--	---	---

**SPORT COATS \$9.50 TO \$12.50**

**1505 CABRILLO**  
Around Corner From Torrance Theatre

**Dresses ELLWOOD'S Hosiery**  
1417 MARCELINA

**NEW! WHITE COATS FOR EASTER**  
Novelty weaves with raglan sleeves, long lapels and patch pockets with button trim. Washable. **\$3.95** each

**RAYON DRESS SLIPS**  
Made from Pepperell fabrics, rip proof seams and adjustable straps. Lace or tailored tops. An outstanding value. **\$1.00** each

**BERKSHIRE HOSEIERY**  
In the new spring shades  
CREPETWIST at \$1.00—2 prs. for \$1.50  
SHEER CHIFFONS 78c—2 prs. for \$1.50  
To complete the ensemble choose fine hosiery. That is why we suggest BERKSHIRE.

## TO THE LADIES...

Fresh and lovely on Easter Morn... eyes sparkling, face radiant, hair peerlessly groomed, finger nails immaculate... THAT'S the state of being every woman longs for and ALL can attain RIGHT HERE IN OUR SHOP!! Make an appointment today!

## TO THE MEN...

With the ladies "all dressed up" for Easter, you men should give thought to your OWN grooming... 3 chairs, 3 barbering experts waiting to care for you. Drop in!

**American Beauty and Barber Shop**  
1511 CABRILLO George Morton